



As part of the re-ordering of the wireless universe, new opportunities are emerging for entrants beyond the core group of carriers. To help those companies and allied providers make informed business decisions, One Touch Intelligence is introducing **WIRELESSTRAK™** – a comprehensive executive intelligence service that provides essential insight into the category.

**WIRELESSTRAK™** provides a 360-degree perspective around the fast-changing wireless communications sector, with a focus on emerging data and mobile broadband opportunities that will reshape the business and ignite participation from new entrants. The **WIRELESSTRAK™** service offers detailed perspective on activities and strategies of major wireless carriers plus technology and platforms, content, marketing, and research updates.

#### **Deliverables:**

- **WIRELESSTRAK™ Monthly Report** – Exclusive, informed analysis around important industry trends, participant strategies, economic and operational advances.

#### **Analyst Perspective:**

*“There is little doubt that cell phones are part of most people’s everyday lives, but in the few years mobility services have rapidly evolved beyond simple voice communications. With an exponential growth in mobile data usage from text messaging and now mobile content, wireless is becoming an important and attractive segment for new players such as cable operators and content owners looking to extend services to customers anywhere, any time. But there are diverging opinions as to how best seize that opportunity. For cable service providers, the question now is whether to field a traditional mobile voice and data service that will compete with the Big Four U.S. carriers or focus on mobile data, given that is the biggest growth opportunity in wireless in the coming years.*”

*“Meanwhile, video content owners including cable networks are faced with questions of how to best distribute and monetize their valuable content through on-demand or more linear broadcast TV outlets at a time when content usage data is spotty at best. We publish **WIRELESSTRAK™** to help the industry participants understand this ongoing evolution in the wireless service industry, particularly as it affects their businesses going forward.”*

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